

*Community Tourism Alliance
Second Quarterly Report Fiscal Year 2008*



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**Alianza para el
TURISMO COMUNITARIO**



Quarterly Report

1 January – 31 March 2008

Cooperative Agreement 520-A-00-06-00092-00

Community Tourism Alliance

USAID – Counterpart International



Hun Nal Ye Ecological Park, Las Conchas Ecotourism Park and Rafting in Saquijá, Cahabón, 3 destinations in the Verapaces Adventure that worked with CPI this quarter.

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I. Executive Summary

During this quarter, CPIs began implementing the technical assistance program called "Let's Make your company or destination sell more" (Logremos) that combines technical and marketing activities, mainly in the region of Verapaces, that began the process of handicraft marketing, generating significant results.

In Sololá, we continued with the support and advice to the tourism commission's sub CODEDE Sololá in annual planning, with the development profile Tourism Promotion Plan Atitlan.

In Verapaces, we tracked financial management assistance and administrative support to communities that are part of the Association of Tourism Chisec (AGRETUCHI). CPI is supporting the partnership in the management of a new project to INGUAT for restoration and protection at the site Cancuen and preparations for the Easter season, including a security plan in coordination with ASISTUR, Chisec Municipality, Health Center and the National Civil Police. As part of the Logremos "Let's Make" campaign, two promotional brochures were designed and distributed (one focused on adventure destinations and another cultural destinations) that helped promote tourism initiatives to 13 areas (between community, municipal and private destination companies in the region).

In Petén, we completed the preparations for the implementation of the 2008 season of the Turkey Project at Carmelita and AFISAP Uaxactún where harvesting will be a pilot. They have confirmed 23 customers who generate a minimum of \$50,000 in income.

On January 23, the Geotourism initiative was launched in Guatemala as joint initiative of CPI - USAID, National Geographic, and ANACAFE INGUAT. There were 13 geoforos (meetings to present Geotourism initiative, motivate and get feedback nominations) implemented at regional levels and 7 geoforos made locally, which allowed the participation of more than 1,500 people involved in various fields of activity nationwide tour. Also, we created the website www.geoturismoguatemala.com which includes the general initiative information and through which you can make nominations. The nomination process is open until April 30. We have had extensive media coverage for this initiative.

We conducted a coordination meeting with the Executive Director of GuateInvierte, Dacredito Program, who also provided feedback to the terms of reference for the analysis of demand consultant for access to credit in tourism and handicrafts in Petén and that CPI will be implementing in Altiplano. In Petén, we have identified five entrepreneurs who have applied for credit support, who will be evaluated during the implementation of the consultancy.

Within the program "Let's Make," contacts have been established with MSMEs and tourist destinations in Petén and Altiplano and with those who have begun negotiating MOUs to provide marketing assistance.

CPI worked with the National Bureau of Birdwatching in the implementation of a preparatory workshop for the Fourth International Birding Conference. CPI also supported in the design of a new "checklist" of birds of Guatemala, which was promoted during the event.

CPI signed a letter of understanding with the Technical Commission for Tourism in Protected Areas (COTURAP) to support improvement activities in promotion and tourism operation for a pilot group of 20 protected areas that are considered a priority for tourism. Starting the process of

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collecting information for the design of promotional material from some areas administered by CECON, including Mario Dary Biotope, Biotope Chocón Biotops Machacas and Peten.

With the support of the Commission AGEXPORT Craft, we completed the design of two new lines of handmade products and continued the process of designing two more for a total of four new lines of handmade products. We continued implementation of marketing activities, including visits by international buyers and sales at Wal-Mart festivals CA in Guatemala, El Salvador, Honduras and Costa Rica.

The main results achieved during this quarter were: a) \$ 326,070.99 in sales, b) 8,365 domestic tourists, 356 international, and 311 stateless visiting certain beneficiaries of the project, c) 31 organizations / MSMEs strengthened, d) 227 people increased their income through sustainable use of natural resources, and e) 927 people were trained in natural resource management and biodiversity conservation.

II. Introduction

The Community Tourism Alliance (the Alliance) is a public - private partnership in tourism development leading organizations whose objectives are: (a) support and create new community tourism enterprises as well as small and medium tourism enterprise in rural Guatemala, (b) improve access to marketing, product design and financial services for small and medium tourism enterprise, (c) improve the capacity of local communities to manage and conserve co cultural resources through tourism and d) better support local communities to participate in the biodiversity conservation in regions around the project sites.

The Alliance coordinates its activities closely with the Government of Guatemala, through INGUAT, CONAP and MICUDE-IDAHE. On the other hand, the alliance develops activities for micro, small and medium scale tour of the following regions: Petén, Izabal, Verapaces, South Coast, Central Highlands and Western Highlands with special emphasis on areas affected by Hurricane Stan.

Project activities are divided into five major components: 1) Strengthening local tourism organizations, regional and national, 2) Access to credit and financial services, 3) the promotion of good management practices and certification, 4) Promotion and marketing of tourism products and 5) Development and marketing of handicrafts. The following describes the main activities in each of them during the second quarter of fiscal 2008 (January 1 - March 31, 2008).

III. Description of results and activities

1. Strengthening of local, regional and national tourism organizations

Altiplano

CPI continued to provide technical support for the Subcommittee on Tourism CODEDE Solola. In the image and marketing component, we established an action plan to begin construction of a destination image for Atitlan. The process has been followed in accordance with the plan and is currently in the validation phase and modifications. CPI also played an important role in developing the Annual Operating Plan of the Subcommittee, which prioritized actions to take in the short and medium term. The plan was presented and agreed with the Departmental Development Council and the Guatemalan Institute of Tourism, potential funders of some actions.

Given the weaknesses identified in the implementation of the Strategic Plan for Tourism Promotion for Lake Atitlan, CPI has determined that it is necessary to incorporate a plan manager, which is responsible for finding funding for proposed actions within that document. CPI actively participated in the preparation of the job profile for management and in drafting the proposal for fundraising. The funds will be requested to INGUAT before April 15, 2008. CPI will continue to support the development of project proposals to be submitted to different funding sources as CODEDE Solola, INGUAT and various international agencies.

1.1 Strengthening organizational and administrative communities Puerta al Mundo Maya route, Alta Verapaz and Petén

During this quarter, the CPI staff in Verapaces provided support to the Association of Tourism Chisec (AGRETUCHI) and community organizations that are part of the same route and Community Ecotourism Puerta al Mundo Maya¹ on three main topics: a) preparation for Easter, b) AGRETUCHI planning and c) advice for managing a new project to INGUAT.

As part of the preparations for Holy Week (the main tourist season in the region), we advised AGRETUCHI and its partner organizations in developing a safety plan. This plan included coordinating with representatives Assistance Program for Tourism INGUAT Verapaces (ASISTUR), health center, PNC and Municipality. Support was also given in design and interpretive mapping to Camposanto Candelaria, Mucbilha 'I and B'omb'il Pek.

CPI continued to advise AGRETUCHI on the organization of board meetings and assemblies, which focused on planning objectives for short, medium and long term. Meanwhile, CPI has accompanied AGRETUCHI in the initial approach to the new Municipal Corporation and Mr. Artemio Lima (Mayor of Chisec) who has expressed interest in coordinating activities with the association and possible joint projects. In

¹ Asociación Indígena Q'eqchi' Mucbilha' I (ASIQMUC comunidad Mucbilha I), Asociación B'omb'il Pek El Porvenir II (ASBOPP, comunidad El Porvenir II), Asociación de Desarrollo Integral de Sepalau Cataltzul (ADEISP, Comunidad Sepalau Cataltzul), Asociación de Desarrollo y Turismo de Candelaria Camposanto (AMDETCA, Comunidad Candelaria Camposanto), Asociación para la Educación Maya Rural Integral de Cancun (AMERICA, sitio arqueológico Cancun y comunidades aledañas), Asociación de Desarrollo y Turismo de la Unión (AMDETCA), Asociación Gremial de Turismo de Chisec (AGRETUCHI, made up of the aforementioned associations).

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addition we continued technical assistance in accounting and management in coordination with APROBA-SANK focused on reporting monthly income and expenses, cash book management, and reporting to present at community meetings.

Finally, AGRETUCHI, in coordination with the Archaeological Project Cancuén and supported by CPI, is managing a new INGUAT project to track focused on the restoration and protection of the archaeological site Cancuén buildings. This will be the fourth project implemented by AGRETUCHI with INGUAT financing.

Administrative and organizational strengthening communities and destinations in Verapaces

During this quarter, CPI signed letters of understanding with companies, communities and tourist destinations in the Verapaces to provide technical assistance in marketing, merchandising and management (see section 4. Tourist Product Marketing). After developing promotional tools for these products in the Verapaces, CPI provided assistance for the establishment of a registration system for revenue and visitor control in Ecotourism Resorts in Las Conchas and Sachichá Villa Green River, both located in Alta Verapaz. These systems were implemented with support of CPI during Easter and will be the basis for monitoring the impact of marketing initiatives developed.

1.2 Strengthening Community Tourism in the Maya Biosphere Reserve, Petén

Supported by Balam Association, CPI has continued to support the process of conflict resolution in the community of Paso Caballos, San Andrés, Petén. The relationship between the two groups for community tourism remains tense, however, both groups have expressed interest in signing a memorandum of understanding to work in a coordinated manner. This will be an important step to strengthen tourism in the community.

On January 18, we signed a letter of understanding between CPI, Balam Association and ACOFOP Tourism Commission, describing the activities to be implemented together this year. As a first step, Balam Association and CPI will facilitate the development of a strategic plan for the commission. Work on this issue has not progressed as expected, because we have not been able to establish a single meeting with the directors of the Commission ACOFOP to begin developing the plan. Similarly, the internal problems existing in the Carmelite community have not allowed work to progress in that community. The community has not yet made the community assembly in order to finally approve the items of work that CPI and Balam Association implemented in the community (including the implementation of a Community Tourism Guide, implementation of an English course to guide, and provided advice to the reorganization of tourism in the community).

1.3 Expansion of Turkey Project at the Multiple Use Zone, MBR

In 2008 it will continue to support the IEWMS - Turkey Project for the implementation of sustainable use activities for the Ocellated Turkey in the Multiple Use Zone of the Maya Biosphere Reserve, specifically in the Uaxactun and San Andrés concessions, administered by AFISAP and Carmelita. As part of the expansion activities of this

project will be a test on the use of the San Andrés concession (based on studies conducted in 2007) to implement complementing exploitations in the Carmelite area.

During this quarter we began the process of preparing the 2008 season with the participation of Turkey Project Committees of Carmelita, and AFISAP Uaxactún. Some items included in the preparation phase are: organization, monitoring, customer service, and improvements to the camps used for this activity. In addition it has been concluded that CONAP will obtain permits. In the month of April they will receive 23 customers (5 in San Andres, 6 in Uaxactún and 12 in Carmelita), generating at least \$50,000 in revenue.

1.4 Strengthening of Specialists in Sustainable Tourism in Izabal

CPI continued to negotiate the agreement with sub grantee Association Ak 'Tenamit for strengthening the Specialists in Sustainable Tourism for rural communities operated by the association in Rio Tatin, Izabal. Implementing activities will be focused on the promotion and marketing of tourism businesses that are part of the classroom curriculum practice, shaped by Buga Mama Restaurant (located in Livingston), Cafe Tatin and Crafts Store, both located at the headquarters association Tatin River.

1.5 Support for MSMEs in marketing tourism

During this quarter CPI continued began implementing a program called "Let's Make your company or destination sell more" (Let's Make), which seeks to fill an important gap that has been identified nationally. Generally, the training and technical assistance to existing tourism structures are fairly rigid and provide essential services for the launch and operation of business services and tourism, but are less efficient to allow businesses and destinations to adapt to changing market conditions and the characteristics of each business or region. Because of this, CPI identified the need for a technical assistance program that is more personalized, aimed at improving the overall marketing and business of destinations. Within this program, significant progress was made mainly in the Verapaz region in which assistance was provided for the creation of two promotional tools for a group of 13 communities, businesses and tourist destinations, subdivided into two concepts: adventure and culture. The results of this initiative and progress of this program in other regions are presented in Section 4. Marketing of tourism products.



CPI staff and Municipal Mayor of Chahal in Ecotourism Complex Las Concha, one of the destinations that benefited from technical assistance in marketing.

1.6 Strengthening of Tourist Destinations and Heritage Conservation under principles of Geotourism

During this quarter we began implementing the Geotourism initiative in Guatemala in coordination with National Geographic, ANACAFÉ and INGUAT. We conducted a preliminary assessment of the issues and problems facing major tourist destinations in Guatemala to develop the principles of geotourism. This diagnosis executed through the completion of 13 geoforos (meetings to present Geotourism initiative, motivate and get feedback nominations) implemented at regional and 7 geoforos made locally, which allowed the participation of more than 1,500 people related to specific areas of tourism nationwide. Based on this initial diagnosis CPI is structuring a work plan with Geotourism Council support (in training) to underpin and support the areas of strengths and weaknesses to find solutions.



Representatives of USAID, National Geographic, ANACAFÉ and CPI during the Geotourism initiative launch.

2. Access to credit and financial services

During this quarter CPI met with Mr. Carlos Salazar, Director of Trust GuatelInvierte / Dacrédito Program, who confirmed the continuity of this government program and that tourism was a priority area within it. Mr. Salazar agreed with the strategy proposed by CPI to hire a consultancy focused on better understanding of demand to direct efforts to established tourist and craft SMEs, and to identify a group of MSMEs who need access to credit developing a plan for them to realize the credit. He also offered to provide feedback to the terms of reference of the consultant, so it will start in the next quarter. As part of the development of this consultancy we will identify other financial services that exist in the market for the tourism industry and craft.

In parallel, during the implementation of the program "Let's Make", CPI has identified potential beneficiaries to access credit programs, mainly in Petén. Several entrepreneurs (including Explore tour operator, Martsam Travel, El Sombrero Lodge, Canopy La Ruta del Mono, El Sombrero Eco Lodge, among others) have requested support for CPI on this issue, so that will be considered in the implementation of the consulting.

3. Promotion of best practices and certification

3.1 Encouraging and promoting good practices among MSMEs and community destinations and 3.2. Assistance to MSMEs and community destinations for the implementation of best practices

As part of the technical assistance that CPI is providing as part of the "Let's Make" is identified as one of the topics of interest of the beneficiaries is the implementation of best practices, under a cost-cutting perspective. CPI has provided within the second phase of technical assistance to be implemented during the next quarter, providing recipients of this program (including MSMEs, rural communities and destinations) an inducement to the implementation of good practices through a manual tips for a more efficient use of energy, water, etc. in their respective businesses. Similarly recipients will be presented the information to start the certification process, if interested.

Two meetings were organized in coordination with the Division of Sustainable Tourism of Rainforest Alliance, who has expressed interest in implementing seminars on the implementation of best practices for program beneficiaries. In addition, we will continue the process of adapting the best practices guide for rural communities and coordinate the implementation of activities to promote good practice in the communities of Verapaces and Altiplano.

On the other hand, CPI continued to discuss the sub grant agreement with FUNDESA within which include activities to support the certification process within the standard tourist Green Deal of Alianza Verde, focused on the evaluation and audit of MSMEs, and communities have begun the certification process.

4. Marketing of tourism products

Through the development of the project Community Tourism Alliance, we have detected that both communities and MSMEs in rural areas have a variety of needs and expectations that are not being met or satisfied with the training programs, technical assistance and marketing practices offered by various actors. Based on surveys with communities, SMEs and even destinations under municipal management, the Alliance has structured a program that combines technical assistance and marketing and launched during the current quarter under the name of "Let's Make your business or destination sell more". This program (hereinafter "Let's Make") is unique and has a competitive advantage that is negotiated with each beneficiary a basic package of benefits and a number of technical assistance activities in accordance with the particular needs of each. While the Alliance provides technical assistance, the recipient agrees to cover the implementation of actions with their own resources. The program has been successful and has enabled the partners to develop new marketing tools and has helped to strengthen value chains in specific destinations.

4.1 Strengthening and expansion of the tourism value chain

In the region of Verapaz we established two horizontal alliances for promoting and marketing initiatives with common characteristics. As a result of these partnerships, the destinations that are part of each marketed and advertised to other destinations of their

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alliance and benefited from being marketed and promoted by the rest. We have been able to clearly define the products and target segments of each alliance, marketing, and promotional efforts that are best focused on priority markets. Although they are only beginning to receive preliminary data, it was determined that some destinations included in these partnerships clearly have benefited by increasing their rates of visits over the same period for the previous year. Moreover, in some of the destinations where these partnerships, registration systems and visitor management to enable better management of destinations have been implemented for the first time and with support from the Alliance.

The partnerships allowed the development of promotional materials that were conceptualized according to the strengths of each group of destinations. The members of the value chain alliances in question for the area of Verapaz were as follows:

Alliance Adventure Destinations in Las Verapaces:

Organization / Company	Property Type	Location	Services/Products offered
Salto de Chilascó	Community	Chilascó, B.V.	Tours to El Salto de Chilascó
Puerta al Mundo Maya	Community	Chisec, A.V.	Community adventure tourism
Rafting Saquijá	Community	Saquijá, Cahabón, A.V.	Rafting on Río Cahabón
Ecoturismo Pom TiiLa	Community	Rochá Pom TiiLa, Cobán, A.V.	Tours of Ik Bolay River and the forest reserve, community tourism
Salinas Nueve Cerros	Community	Salinas Nueve Cerros, Cobán, A.V.	Community tourism
Complejo Ecoturismo Las Conchas	Municipal	Chahal, A.V.	Recreation, waterfalls
Parque Ecológico Hun Nal Ye	Private	Carchá, A. V.	Hotel, ecotourism complex
Villa Ecológica Sachichá	Private	Cobán, A.V.	Recreational and ecotourism center

Alliance Cultural Destinations in Las Verapaces:

Organization / Company	Property Type	Location	Services/Products offered
Excursión a San Cristóbal	Community	San Cristóbal, B.V.	Tour of San Cristóbal, Museo
Tour del Té Chirrepeco	Cooperative	San Juan Chamelco, A.V.	Tour of the plantations and processing of tea
Coffee Tour Chicoj	Cooperative	Cobán, A.V.	Coffee and Canopy Tour
Tour de Café Aquil Grande	Cooperative	San Cristóbal, B.V.	Coffee tour

Memorandum of Understanding with COTURAP

Between November and December 2007, CPI began negotiating a memorandum of understanding with the Technical Commission for Tourism in Protected Areas (COTURAP) to implement marketing activities in 21 protected areas identified as priorities for tourism in SIGAP. The MoU was finally signed on 11 January 2008 and we immediately began work to identify opportunities and to start finding the material of some protected areas, among which we can mention the Mario Dary Biotope Quetzal, Petén biotopes, and some private reserves.

4.2 Development of promotional tools including beneficiaries of the Community Tourism Alliance

Preparation and distribution of multideestination brochures for Las Verapaces

As part of the launch of the "Let's Make" initiative in Las Verapaces and as a tool to realize the consolidation of value chains in that destination, we developed two brochures promoting multideestination community, private and municipal government tourism options in the region of Verapaz. One of the brochures was designed under the concept of "adventure destinations in Las Verapaces", while the other was designed under the concept of "cultural destinations in Las Verapaces". Among the advantages of producing these multideestination brochures is that each beneficiary could reproduce the amount of materials needed, without making a small edition that will represent higher unit cost. Further, by adding the amounts of materials requested by all beneficiaries, it was possible to obtain a very low unit cost due to high volume playback. Prior to this strategy CPI had identified communities and SMEs that managed tourism in Guatemala producing at most 1,000 or 2,000 copies of brochures; in this case 7,500 adventure brochure copies were reproduced and 4,000 cultural copies. The other interesting aspect of this strategy was the distribution as the brochures to benefit each beneficiary with distribution aimed at specific target markets for potential tourists to access the information. During the next few quarters we will be monitoring the results of impact of these materials. For a list of the destinations included in each brochure see 4.1. In addition to the development of brochures, with each destination CPI is working on a custom package of technical assistance to address their different challenges.

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Brochure "Adventure Destinations in las Verapaces".

DESTINOS CULTURALES

EN LAS VÍNEAS DE

UBICACIÓN DE LOS DESTINOS

TOUR DE TÉ CHIRRIPECO

Este es el único tour de té en Guatemala y se desarrolla en la Cooperativa Agrícola Yungá al Chiripeco, S. C., formada por aproximadamente 300 socios, incluyendo a más de 100 mujeres. Esta cooperativa es única, ya que sus socios se dedican al cultivo, procesamiento y comercialización del té negro, un producto cuyo cultivo es poco común en Guatemala.

Un recorrido con varios locales

El tour incluye visitas a las plantaciones y al beneficio de té, donde se explica todo el proceso del cultivo, cultivo, cosecha, procesamiento y comercio local del té. El visitante puede conocer el reciente proceso industrial con algunas de las máquinas e instalaciones que se utilizan hace más de 100 años para procesar el té. Además se vivirá una cocción sagrada, muy relacionada con la cultura del lugar y con la fundación de la cooperativa. El tour finaliza, por supuesto, con una degustación de delicioso té Chiripeco y con la oportunidad de que los visitantes lo disfruten en sus diferentes instalaciones, para luego disfrutarlo en casa o llevarlo como obsequio.

Si el visitante lo desea, se recomienda almorzar con una familia local que preparará un platillo típico especial. (Avísale previamente).

Cómo llegar

La Cooperativa está ubicada a 6 km de Cobán sobre la ruta que conduce a San Juan Chamelí.

Horario

Lunes a viernes 8:00 a 12:00 horas;
Sábado 8:00 a 12:00 horas

Contacto

www.anchiripeco.com

1. Tour Chiripeco
2. Tour de Café
3. Comedor San Chamelí
4. Tour de Café Aguá Chelá
5. Tour de Café

Para ubicación detallada como presentador con grupo de

Brochure "Cultural Destinations in las Verapaces".

Development of promotional tools for watershed associations in Atitlán

In collaboration with Fundación Solar, CPI provided support for the development of corporate and promotional materials to four organizations working in tourism and handicrafts in the Atitlán region, specifically in the municipalities of San Juan, San Pablo and San Marcos Laguna. First, individual workshops were held with each association. In each, there was a collection of the information necessary to create an image for each partnership, based on its core products and the value of their work. CPI subsequently worked in the design process and then encouraged the associations' revision and incorporation of changes required, until we achieved the end of image designs that can be incorporated into the relevant promotional materials. Partnerships that benefited from this work, location and main products are summarized in the following table:

Association	Principal products	Location
Q'apooj Sajkiy	Artisans working with maguey fiber	San Pablo la Laguna
Artesanas San José	Weavers dyed with natural dyes	San Juan la Laguna
Ixoq Ajkeem	Weavers craft store and reused fiber	San Juan la Laguna
Asociación de Jóvenes Maya Kaqchikeles	Promoters and marketers of travel	San Marcos la Laguna

Corporate images developed and approved for the associations mentioned above are presented below.



Development of community tourism brochure in conjunction with FENATUCGUA

After several months of work in coordination with the National Federation of Community Tourism in Guatemala (FENATUCGUA), we finalized the design and production process of a multideestination brochure promoting community destinations that are part of the Federation. CPI technical work performed included adequacy of information, research and selection of photographs and design while FENATUCGUA covered the costs of

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reproduction of the material. They are currently conducting phase distribution the of 2,000 copies printed and CPI has helped distribute the material in strategic places such as tourist information offices and alliance partners, among others. Targets included in this material were:

- i Ak' Tenamit, Izabal
- i Sepalau, Alta Verapaz
- i Jul' Iq' y Blomb'íl Pek, Alta Verapaz
- i Candelaria Camposanto, Alta Verapaz
- i Mucbilhá I, Alta Verapaz
- i Cancuen, Petén
- i Chicacnab, Alta Verapaz
- i Rocjá Pomtilá, Alta Verapaz
- i Hostal Nuboso Maya Pokomchi', Baja Verapaz
- i Chilascó, Baja Verapaz
- i Corazón del Bosque, Sololá
- i San Juan Comalapa, Chimaltenango
- i Aventura maya K'iche', Totonicapán
- i San Juan La Laguna, Sololá

Development of promotional tools for program beneficiaries of "Let's Make"

"Let's Make" began to be implemented with some MSMEs in Altiplano, Verapaz, and Petén. While progress has been made in certain contacts and negotiations we have not yet begun to implement actions. Due to the particularities of each region and the locations involved in the Alliance, "Let's Make" has provided different solutions according to current conditions. An example is what was achieved in the Verapaces multidestination brochures for joint promotion. In the highlands, however, other strategies were implemented due to the needs of the partners. It is possible that in the future multidestination materials may be developed, but for now Altiplano partners have other needs related to better define their corporate image and start operations in certain cases. As an example, two cases are presented below:

Restaurant El Pedregal, in Tecpán Guatemala, Chimaltenango, operating since the 1970s. Restaurant is well-recognized but in recent years has been affected by lower sales levels due to the emergence of competition in the sector as it was handled in a very traditional way. Additionally, it had several problems because service providers and promotional materials and communication had delivered poor quality materials and services. In response, El Pedregal sought to join the program of the Alliance. We negotiated a benefit package based on the current situation and needs of the restaurant and it has begun to work successfully. Among the tasks performed was an evaluation of overall atmosphere and décor, and we made several suggestions that have already begun to be implemented. We redesigned the corporate image of the business and it is in the process of designing new menus and ads. After designing a blanket Coupon for Easter, the restaurant paid for printing and placement. We have begun the process of evaluating consumer satisfaction and evaluation of competition and have already implemented some measures to improve competitiveness for business as adding new dishes to the menu .

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The Pueblo Chico restaurant owner in Panajachel, Solola had had for several years in mind the project of opening a restaurant, but in the absence of professional advice to help her set up the business plan she had not been encouraged to take to start the project. After joining the program, we helped develop a preliminary business plan and define several key aspects of the business. With this information, the decision was made to open the restaurant and request the assistance of the "Let's Make" program to develop a corporate image. Currently they are meeting the last steps before opening the restaurant. During the next quarter we will be expanding coverage of beneficiaries in Altiplano, Petén and Alta and Baja Verapaz.

Distribution of the Guía Amiga and coupon books

During this quarter we continued with the distribution of 8,000 copies of the Guide Amiga, developed as part of the agreement with FUNDESA. This guide includes a directory of over 300 companies that are part of the network of business centers of tourism (CETs) and makes special reference to those businesses that are certified with the seal of Green Deal. The guide was distributed using 100 exhibitors placed in recipient firms and key points such as tourist destinations, airports and information offices. Parallel to this effort, we continued with the distribution and impact monitoring began a coupon book containing certain business deals from CET members.

Bird Checklist of Guatemala 2008

On the occasion of the Fourth International Birdwatching Conference, CPI supported the Bureau of Birdwatching in the development of an updated version of Checklist of Birds of Guatemala. CPI provided technical advice to achieve good design in a technically correct and at the same time attractive document. The brochure was co-financed by several birding destinations, the Bureau of Birding and tour operators specializing in this segment. The initial print run was 2,000 copies that were distributed at the conference and through other specialized activities. The publication was so successful and in so much demand that CPI was approached to work on a new edition in print and another similar circulation. This type of material is strategic for the development of this new segment that is highly specialized and in which you compete globally, so to have a good tool like the checklist, has been identified as a huge competitive advantage by actors involved in this segment.

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Front and Back of the "Checklist of Birds of Guatemala"

Flyer for Community Rafting, Saquijá

As part of the program, we developed a promotional flyer for the Saquijá community, Alta Verapaz, which offers tours for Cahabón river rafting. This strategy sought to cover at a low cost this community's need to advertise in other locations in the region for the Easter. This gives them a better position because it is a new product that is just beginning to be known.



Promotional flyer for Rafting in Saquijá, Cahabón.

4.3 Inclusion of destinations served by the project in international fairs and press trips

Support the Fourth Birdwatching Conference in Guatemala

CPI gave its support to the National Bureau of Birdwatching for organizing the Fourth International Birdwatching Conference in Guatemala. CPI provided financial and logistical support for the organization, carried out at the premises of INGUAT on Feb. 9 and which provided an update on research and trends of birdwatching in Guatemala and gave space to local tour operators, communities and MSMEs to prepare their strategies and packages that would be presented at the conference.

CPI also provided technical and financial support for the organization and conduct of the conference held in Petén from 3 to 8 March. The event was attended by operators, equipment suppliers and agents specializing in the U.S. and elsewhere, as well as representatives of destinations and suppliers of Guatemala. The event served as an important way to promote the supply of Guatemala for the birding market and for

contacting suppliers of Guatemala with representatives of the major target markets. INGUAT will prepare a final report detailing the results of the activity.

Publication of Revista YA (NOW)

As part of the promotional efforts at the destination level, CPI managed the publication of an article on the Community Tourism Alliance in the February issue of the journal "YA". The magazine is distributed to over 100,000 readers across the network of Banco Uno credit cards. The article focused on the work of the Alliance in some destinations, mainly those of Puerta al Mundo Maya.

4.6 Promotion of sites and initiatives based on the Geotourism Map Guide

During the current quarter the Geotourism Initiative for Guatemala was officially launched and the first part of the diffusion process and nominations for the mapping guide began. The official launch of the initiative took place in ANACAFE facilities in Guatemala City on 23 January. At the launch event attended by over 400 people, it was one of the busiest events of geotourism worldwide.



Launch of the Geoturismo Initiative at Anacafé.

Additionally, at the launch were managed spaces to publicize the initiative in various mass media including:

- i The Breakfast Show (Radio Infinita, 22 January 7:30 a.m.)
- i Diálogos con Haroldo Sánchez (Guatevisión, transmitted 1st January)
- i Este Oeste (Canal Antigua, transmitted 1st January)
- i Good Morning Guatemala (Kiss FM, 23 January)

The launch of the Initiative for Guatemala Geotourism generated much media coverage and an electronic list of examples is presented in Annex 2.

During the rest of the quarter were 13 regional geoforos organized by CPI and 7 local geoforos organized by various partners of the initiative. Through these geoforos, which were attended by more than 1,500 people in total, we announced the initiative, the principles of

geotourism and prompted the Guatemalan public to participate in the nomination process for the preparation of the Map Guide. The geoforos were performed at the following locations:

Regional Geoforos

- i Ciudad de Guatemala
- i Panajachel
- i Tecpán Guatemala
- i Cobán
- i Puerto Barrios
- i Río Dulce
- i Petén
- i Antigua Guatemala
- i Retalhuleu
- i Huehuetenango
- i Quetzaltenango
- i Esquipulas
- i Santa Rosa

Local Geoforos

- i Universidad Rafael Landívar, Guatemala
- i Asociación de Bibliotecarias de Guatemala
- i Santiago Atitlán
- i San Juan La Laguna
- i San Pedro La Laguna
- i San Marcos La Laguna
- i Grupos gestores de Las Verapaces
- i Universidad del Valle del Altiplano, Sololá

5. Development and marketing of handicrafts

During this quarter we continued to work with the Commission AGEXPORT Craft in the development and marketing of handicrafts for local, regional and international markets. With the support of two local designers, we followed the development of three collections of handicrafts with three local producer associations.

During this quarter we worked with the Association of Women in San Juan la Laguna (producing textiles dyed with natural dyes) in the development of four lines of handicrafts. The craft group Ri Itzam Artisans Association Aj Quen (textiles), in San Pedro Carchá Alta Verapaz developed three lines of accessories and the Asociación Ak 'tenamit (village bar lamp, Izabal) is in the process of developing products vegetable fibers. By the end of the quarter had completed production on two collections (Lema and Itzam Ri) that are ready for sale (see Appendix 2).

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Association of women Lemá.



Women's association of Ak' Tenamit and international designer Patti Carpenter.

Promotional activities were implemented at the national and regional level for the fifth consecutive participation in the Craft Festival "From Your Hands to Your Home" which will be performing from 17 April to 23 May this year, at 6 stores Hiper Paiz of Guatemala and one in El Salvador, Honduras and Costa Rica corporation Wal-Mart Central America. We organized a showroom in order to make available to the buyers developed generating orders with a total value of \$263,950.66 distributed as follows: stores in Guatemala \$250,443.93, El Salvador: U.S. \$2,631.81, Honduras \$1,853.53 and Costa Rica U.S.\$9,039.39.

Also during this quarter we were contacted by 17 exporting companies and we received six international buyers who placed orders for U.S. \$29,500.00.

ANNEX 1. DETAILED INDICATORS

COMMUNITY TOURISM ALLIANCE - USAID / COUNTERPART

FISCAL YEAR: 2008

QUARTER: 2

REVENUE	1st qtr	2nd qtr
<i>From Tourism</i>	8130.84	32,620.33
<i>From Handcrafts</i>	0	293,450.66
Total	8130.84	326,070.99

EMPLOYMENT	1st qtr	2nd qtr
<i>Men</i>	0	26
<i>Women</i>	0	3
<i>Indigenous</i>	0	9
<i>Non Indigenous</i>	0	0
Total	0	29

NATIONAL TOURISTS	1st qtr	2nd qtr
<i>National Tourists</i>	1,538	8,365

INTERNATIONAL TOURISTS	1st qtr	2nd qtr
<i>International Tourists</i>	90	311
<i>Tourists without a Particular Nationality</i>	0	356

MSME's Created	1st qtr	2nd qtr
<i>MSME's Created</i>	0	0

ORGANIZATIONS STRENGTHENED BY REGION	Communities	MSME	Municipalities
Verapaces	10	2	1
Petén	3	5	
Altiplano	7	2	
Costa Sur	0	0	
Izabal	1	0	
Other	0	0	
SUB TOTAL	21	9	1
TOTAL		31	

CREDITS FOR TOURISM AND CRAFTS	1st qtr
<i>Loans Granted</i>	0

LEVERAGING FUNDS	2nd qtr (US\$)
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INGUAT (Encuentro de Aviturismo)	34,654.50
Geóforos y cobertura de medios Geoturismo	80,457.54
Mesa Aviturismo (taller preparación aviturismo)	259.74
Mesa Aviturismo (check-list de aves de Guatemala)	678.57
Agexport - Artesanías	7,939.56
CEPF - Políticas Turísticas e impacto biodiversidad	30,184.00
Mercadeo y desarrollo de producto beneficiarios	36,991.52
Publicación Revista YA	1,493.51
Proyecto Pavo	3,736.94
Fenatucgua	620.13
TOTAL	197,016.01

ETEO - SO2 / ECON GROWTH INDICATORS		
OP Indicators		
Program Element 6.2 Private Sector Productivity	1st qtr	2nd qtr
Number of firms receiving USG assistance to improve their management practices	100	18
Number of SMEs receiving USG assistance to access bank loans or private equity	0	5
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	1	2
Program Element 8.1 Natural Resources and Biodiversity	1st qtr	2nd qtr
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	230	227
number of women	76	151
number of men	154	76
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	29	927
Current PMP Indicators	1st qtr	
Sales of goods and services as a result of USAID programs, In thousand \$	8.13	326.07
Number of jobs created as a result of USAID programs	0	29